

**Air North Texas Coalition**  
**Thursday, March 18, 2021**  
**1:30 – 3:00 pm**

**Agenda**

1. Introductions ..... Kimberlin To, NCTCOG
2. Overview
  - a. January 21 Meeting ..... Kimberlin To
3. Discussion
  - a. Air Quality Update ..... Nick Van Hassen, NCTCOG
  - b. Administrative Announcements/Reminders ..... Kimberlin To
    - i. Clean Air Corner
    - ii. Outreach Items
    - iii. Clean Air Action Day – August 4, 2021
    - iv. Advertising
  - c. Website Quantification/Social Media Report ..... Alissa Soto & Zaria Turner, NCTCOG
4. Other/Member Updates ..... Kimberlin To
5. Additional Items ..... Kimberlin To
  - a. **Next Meeting Information:**  
Thursday, May 20, 1:30 PM  
Call in number: TBD  
Participant PIN: TBD



# Air Quality Update

**Air North Texas Coalition**

**March 18, 2021  
Nick Van Haasen**



**North Central Texas  
Council of Governments**

# Attainment Deadlines

**Region did not meet attainment deadlines**

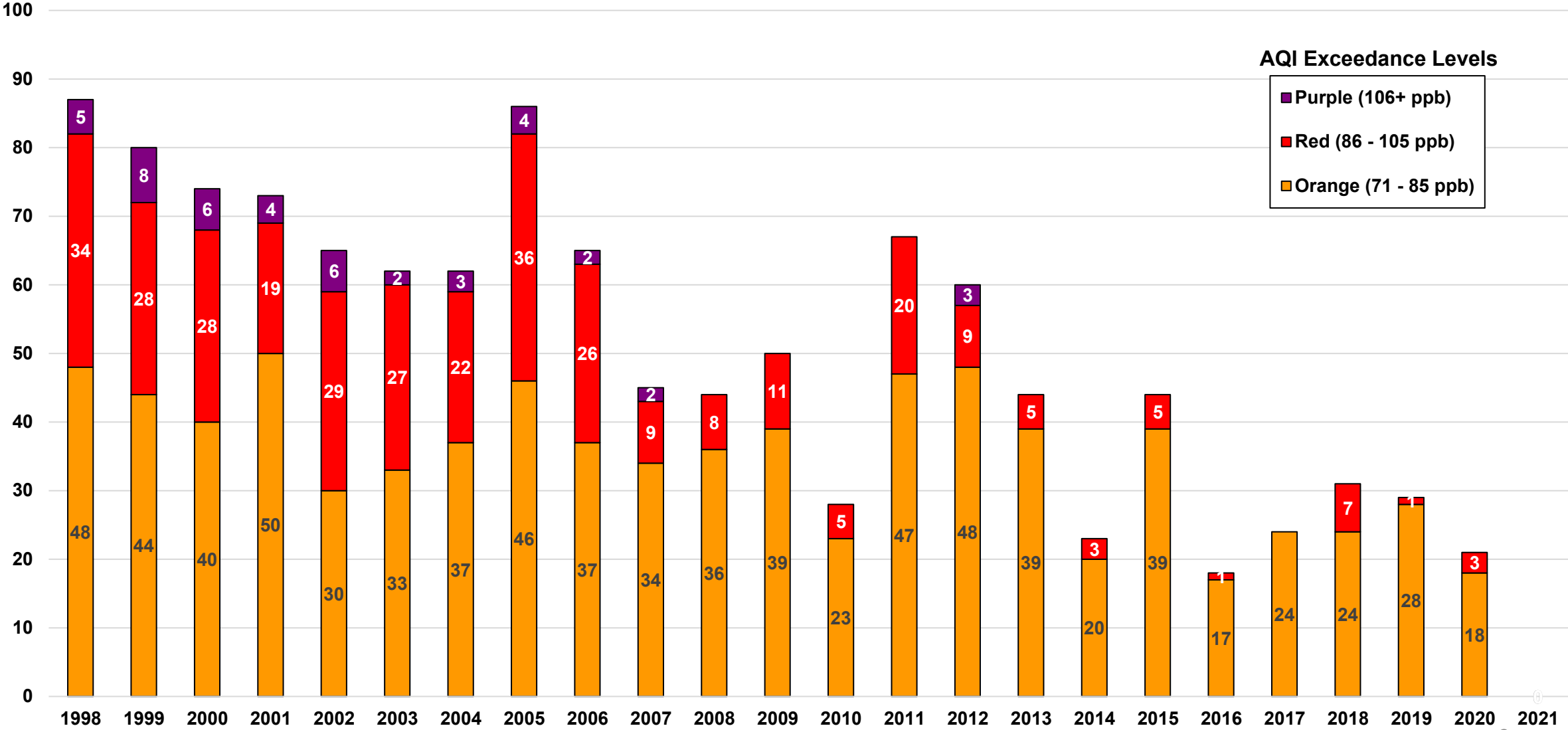
**2008 NAAQS Attainment Date ( $\leq 75$  ppb): No later than **July 20, 2027**  
*Severe Classification***

**2015 NAAQS Attainment Date ( $\leq 70$  ppb): No later than **August 3, 2024**  
*Moderate Classification***

**Attainment for Both Standards will be Based on 2021-2023 Ozone Monitor Data (3-Year Average of Fourth Highest Monitor Readings)**

# 8-HOUR OZONE NAAQS HISTORICAL TRENDS

Based on  $\leq 70$  ppb (As of March 15, 2021)

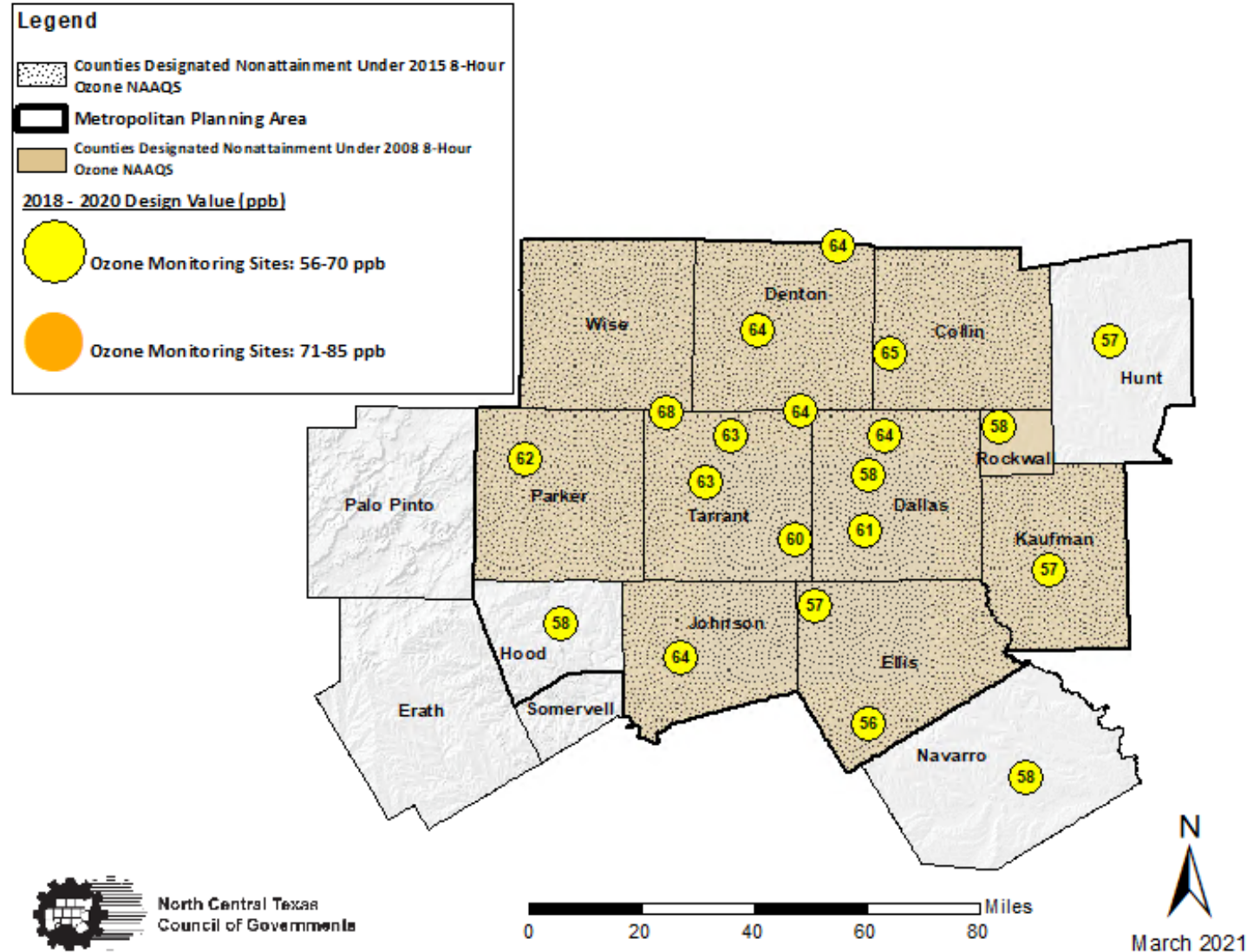


Exceedance Level indicates daily maximum eight-hour average ozone concentration.  
Exceedance Levels are based on Air Quality Index (AQI) thresholds established by the EPA for the revised ozone standard of 70 ppb.

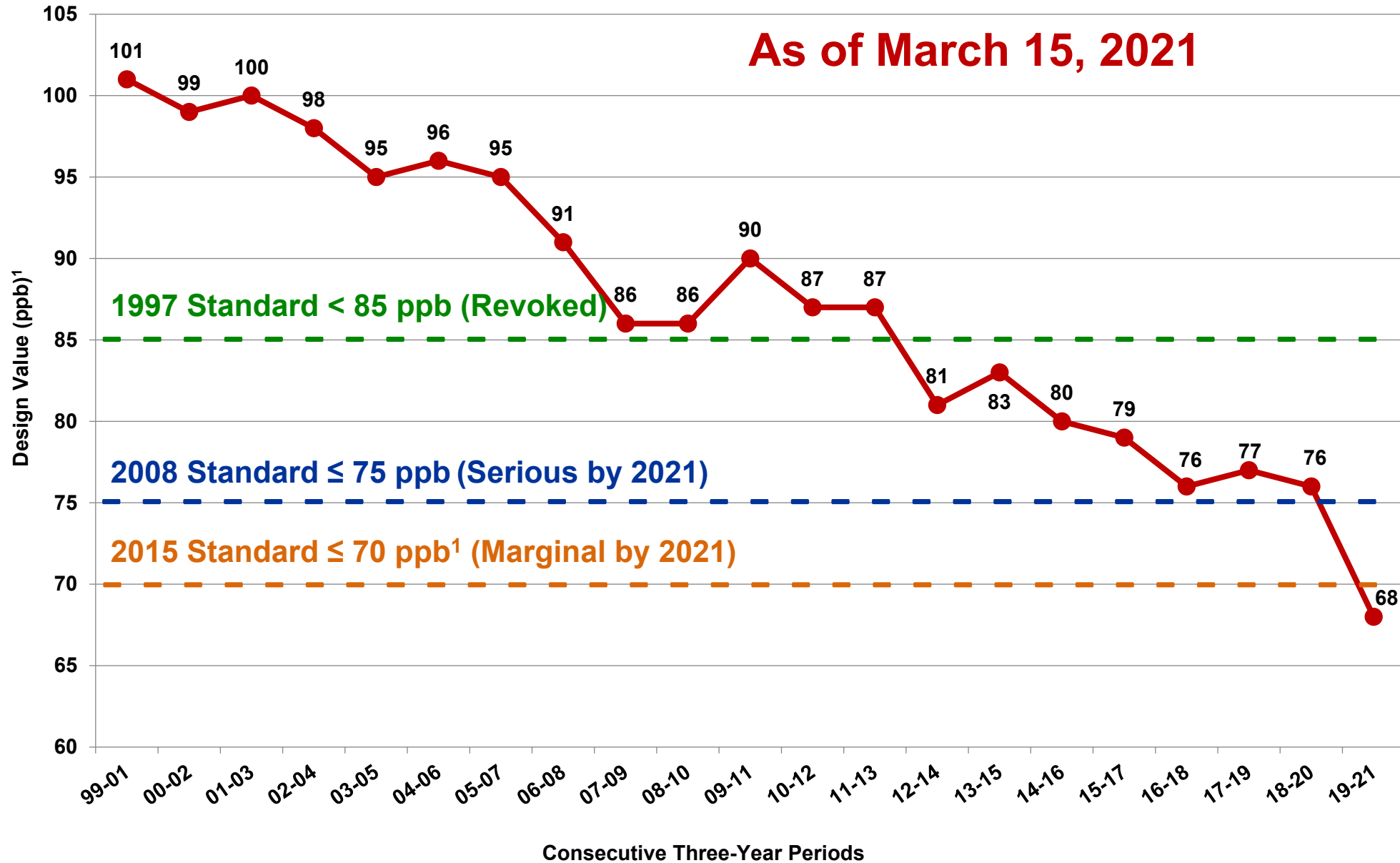
Source: TCEQ, [http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr\\_monthly.pl](http://www.tceq.state.tx.us/cgi-bin/compliance/monops/8hr_monthly.pl)  
ppb = parts per billion

# Monitor Locations

## 2021 Design Value Monitor Readings



# 8-HOUR OZONE NAAQS HISTORICAL TRENDS



<sup>1</sup>Attainment Goal - According to the US EPA National Ambient Air Quality Standards, attainment is reached when, at each monitor, the *Design Value* (three-year average of the annual fourth-highest daily maximum eight-hour average ozone concentration) is equal to or less than 70 parts per billion (ppb).

# Ongoing and Future Investigations

**Inaccurate ozone alerts for predicted exceedances**

**Actual vs Predicted Design Value**

**Impacts of background emissions**

**Nonattainment Boundaries – Multistate air quality plans**

**Comprehensive Multipollutant Interactions**

**Unexplained emission increases**

**Potential changing of NOX:VOC stoichiometric ratio**

**COVID-19 research**

**NCTCOG is dedicated to continuing the pursuit of additional and innovative transportation and emission control strategies**

**<https://www.nctcog.org/trans/quality/air/stay-informed>**

**<https://www.nctcog.org/trans/quality/air/funding-and-resources>**

**<https://www.nctcog.org/trans/quality/air/for-everyone>**



# For More Information

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<https://www.nctcog.org/trans/quality/air/ozone>



# AIR NORTH TEXAS

CAMPAIGN BI-MONTHLY QUANTIFICATION & SOCIAL MEDIA REPORT



JANUARY 5, 2021 – MARCH 5, 2021

Air North Texas Coalition

March 18, 2021

Zaria Turner, and Alissa Soto, NCTCOG

# AIR NORTH TEXAS WEB ANALYTICS

Visits

3,009

Increased

By 66% compared to 2020.

Avg. Time

0:17

Decreased

By 60 seconds compared to 2020.

Pageviews

3,675

Increased

By 55% compared to 2020.

New Visits

1,934

Increased

By 62% compared to 2020.



## VISITS BY DEVICE



1,319

73% increase  
compared to 2020



93

63% increase  
compared to 2020



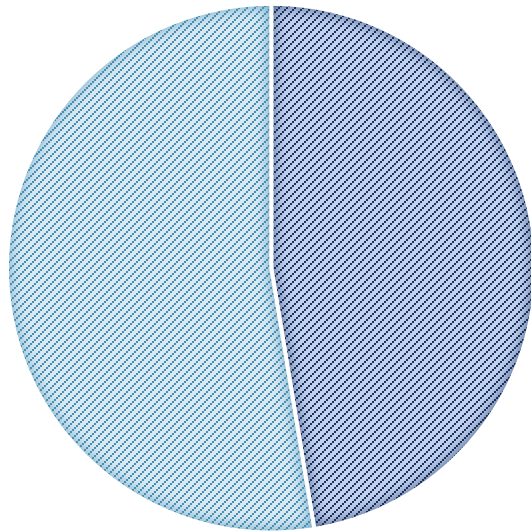
1,687

63% increase  
compared to 2020

# VISITOR DEMOGRAPHICS

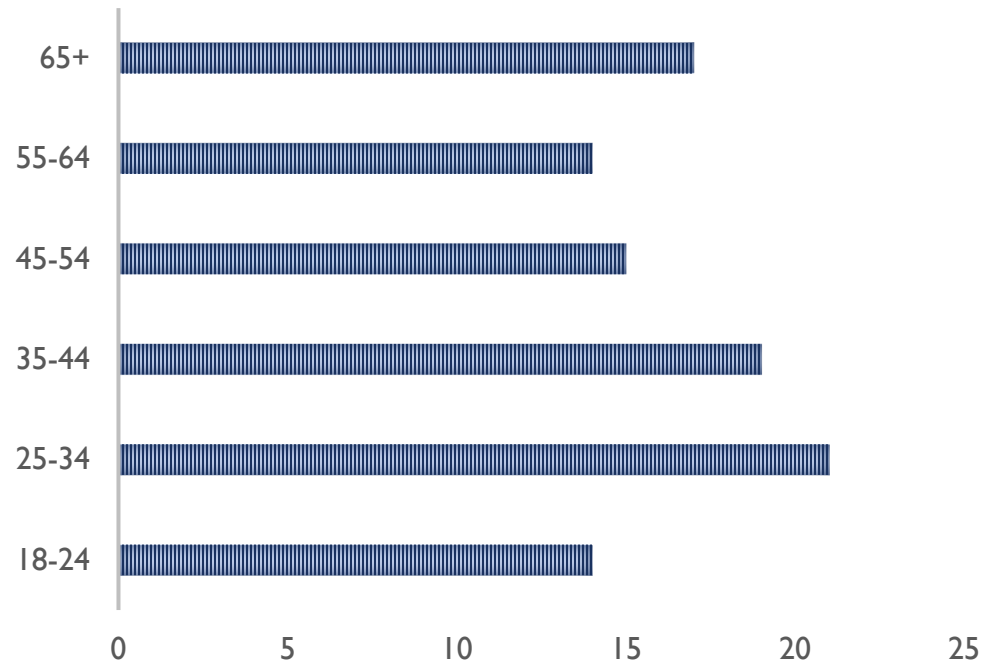
## GENDER

■ Women ■ Men



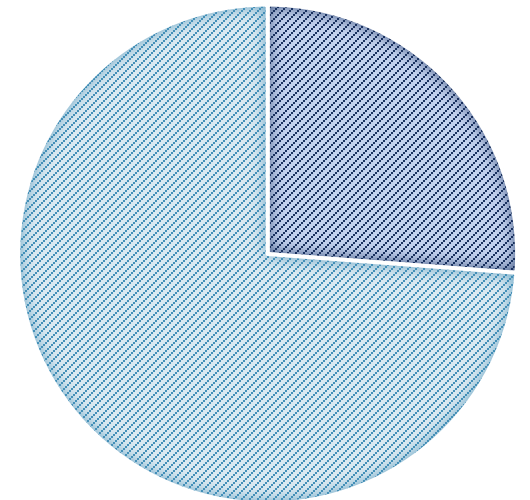
## AGE

■ Age

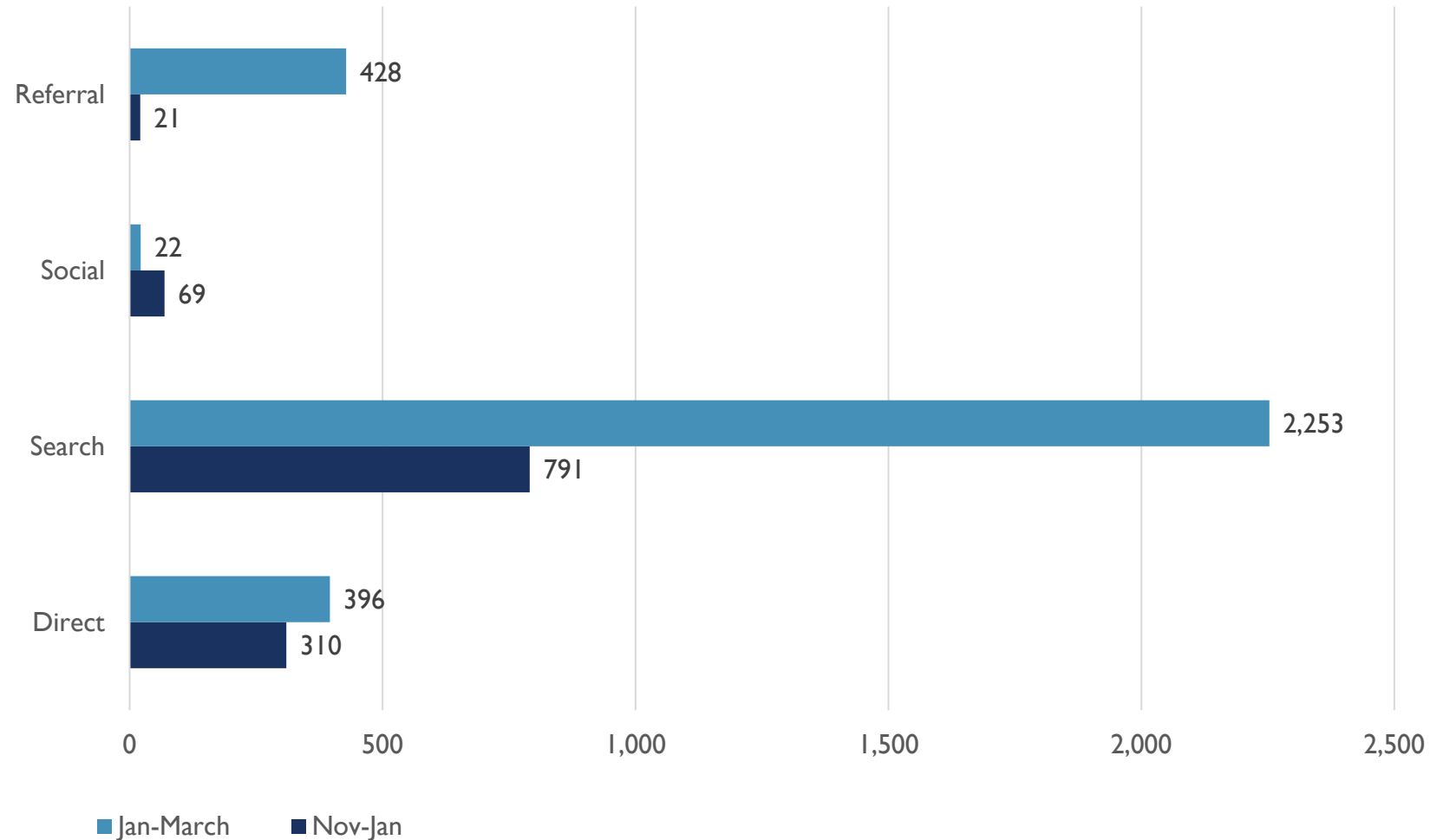


## VISITORS

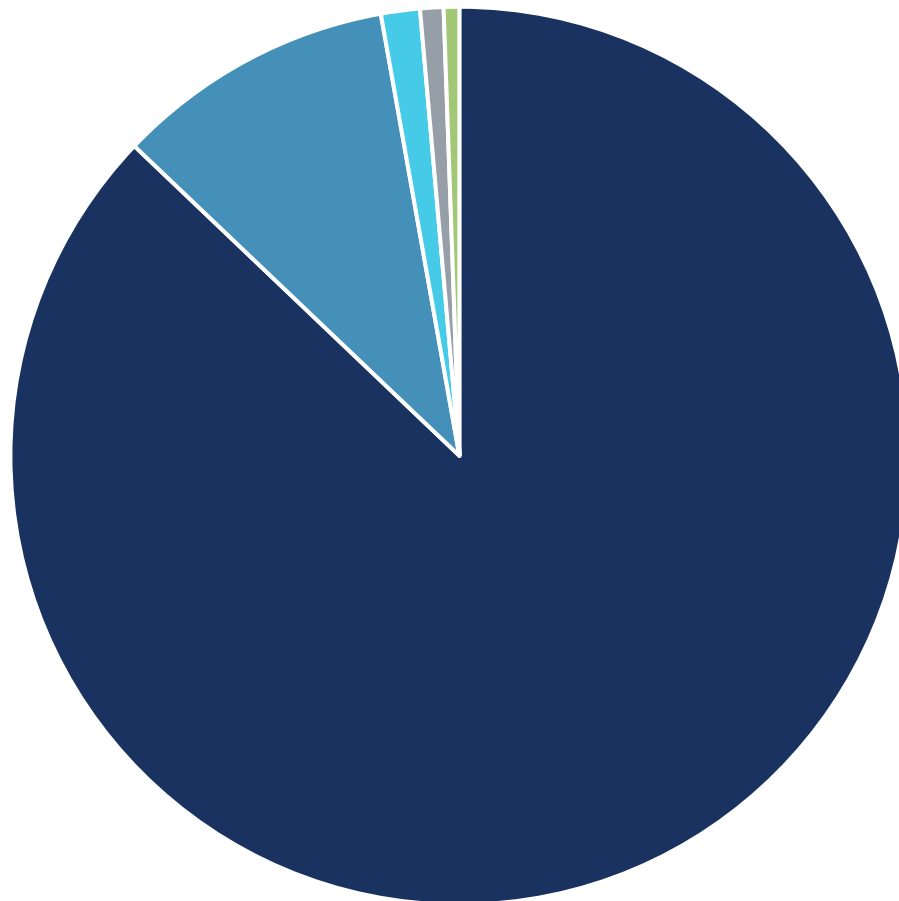
■ Returning Visitors ■ New Visitors



# HOW VISITORS FOUND AIR NORTH TEXAS

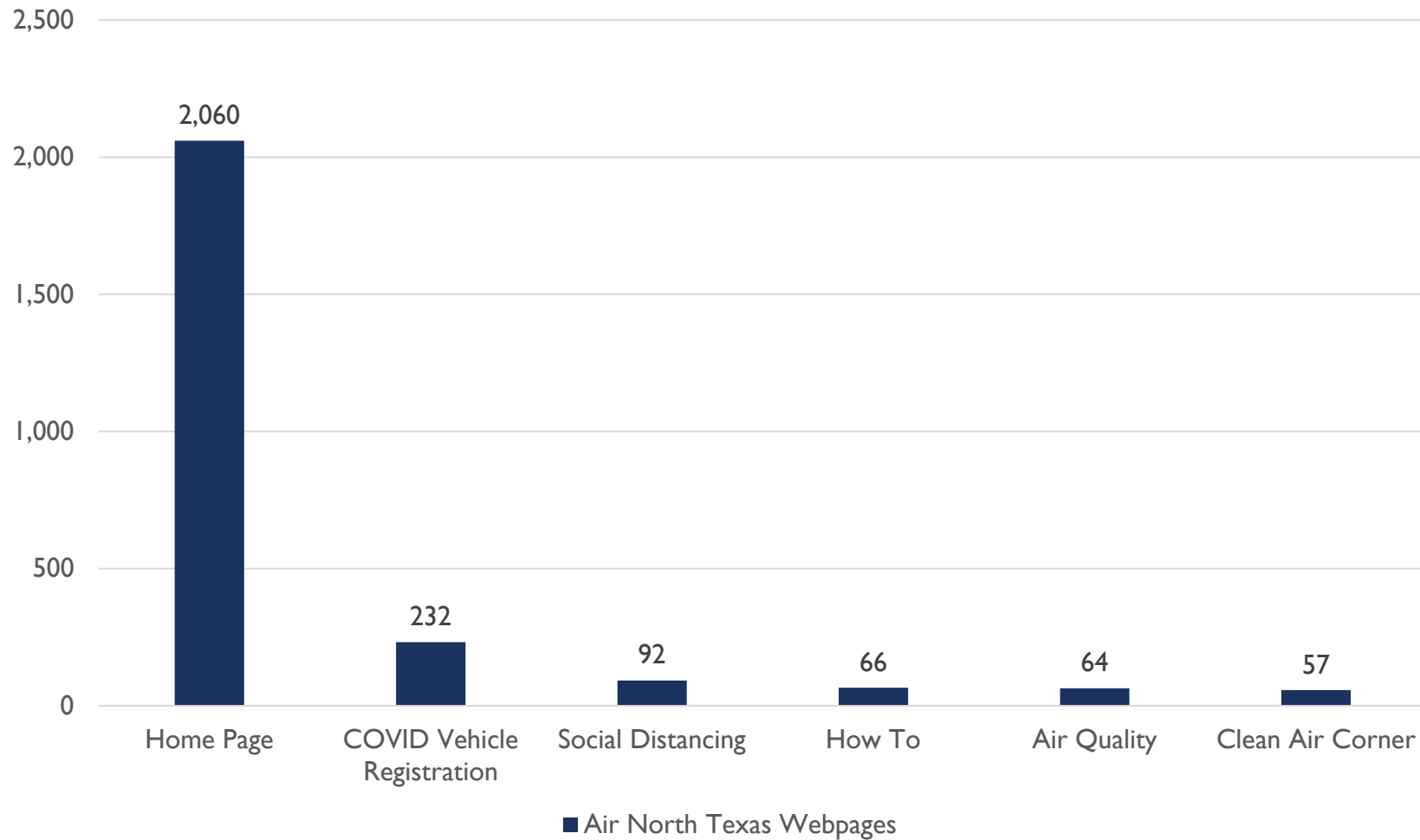


# TOP DIRECTED SITES

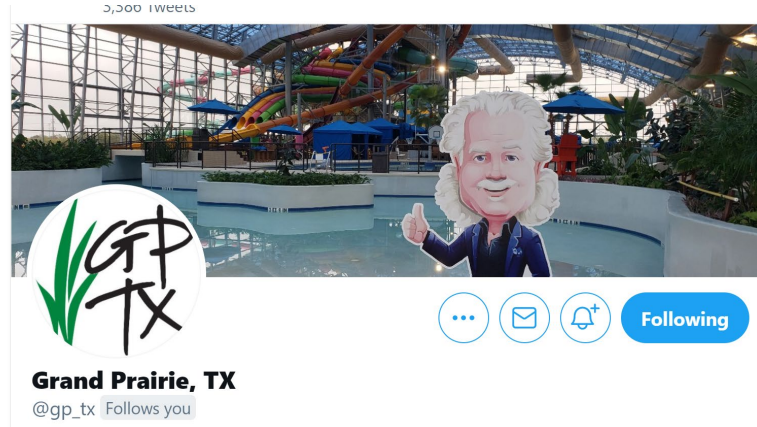


- NCTCOG
- City of Fort Worth
- City of Garland
- City of Plano
- Denton County

# TOP PAGES VIEWED







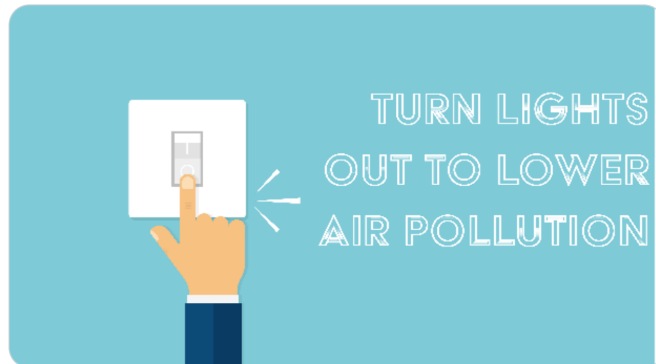
Grand Prairie, TX @gp\_tx · Feb 28

There is one way what we eat can directly impact air pollution, that's broccoli! Broccoli reduces the inflammation caused by air pollution to our lungs. [#AirNTX](#) [#GetFit](#)



Grand Prairie, TX @gp\_tx · Mar 12

The power plants that supply electricity use fossil fuels, which are a major component of air pollution. By turning off lights when leaving a room, you can lower energy consumption and improve our air. [#AirNTX](#)



Grand Prairie, TX @gp\_tx · Jan 1

Arlo is excited about the turn of a New Year and a chance to live a new, healthy lifestyle. Find ways to make clean air choices at [airnorthtexas.org](#). [#AirNTX](#)






**Keep Cedar Hill Beautiful**  
January 6 · 🌐

With January football underway, don't let ozone in your zone!  
[www.airnorthtexas.org](http://www.airnorthtexas.org) #airntx



**DON'T  
LET  
OZONE  
IN YOUR  
ZONE**

Elevated air pollution could mean your kids have to skip their after-school football game or other outdoor activities. Help improve air quality for all by doing something to reduce emissions on Air Pollution Action Days, such as carpooling or

**City of Denton Sustainability**  
March 8 at 11:41 AM · 🌐

March means spring and warmer temperatures! But it also marks the start of ozone season. Increased temperatures make conditions more likely to produce ozone and poor air quality. Take the chance today to sign up for Air Quality Alerts through Air North Texas, they along with their mascot Arlo will keep you informed all summer long with air quality updates and ways that you can help too!

<https://www.airnorthtexas.org/signup>  
#AirNTX



**City of Grand Prairie - Municipal Government**  
March 13 at 9:00 AM · 🌐

Let's give a big round of applause to some of our youngest volunteers from the Donahue/Sylvester Family for their first Adopt-a-Street cleanup! They are so excited to serve their community and will complete at least two more cleanups before the end of the year.

Would you like to join them? Visit <http://ow.ly/HPuE50DXksZ> for a list of available streets and more information about the program. #KGPB









#### Posts



#### NCTCOG Transportation Department

4 hrs · 🌐

Study: North Texans saved about an hour a day by not commuting to work last year: <https://www.fox4news.com/.../study-north-texans-saved-about-a-...>



#### NCTCOG Transportation Department

February 12 · 🌐

Still looking for Valentine's Day ideas? We've got a few that will make this holiday an eco-friendly success! Visit [airnorthtexas.org](http://airnorthtexas.org) for more. #ValentinesDay2021



#### NCTCOG Transportation Department

February 2 · 🌐

Own an electric vehicle? Sign up to participate in a national EV data collection project through the Department of Energy! All participants will receive a free data-logger to be installed on their Electric or Plug-in hybrid electric vehicle and be able to have private insight on their vehicle performance and efficiency before it gets anonymized in the national study. . Fill out our survey to hear more from project staff here: <http://bit.ly/39FQw88>.





#AirNTX

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**Air North Texas Coalition Web Page:**

<https://www.nctcog.org/trans/about/committees/air-north-texas-coalition>

